

TRINIDAD & TOBAGO  
**FREEPRIDE**  
**FOUNDATION**  
**PROJECT**  
[WWW.FREEPRIDE.ORG](http://WWW.FREEPRIDE.ORG)

# BRANDING PACKAGE 2011



## **FREEPRIDE FOUNDATION PROJECT**

Non-Profit Registration No.1450447

The FreePride Foundation Project (FreePride™) is a registered non-profit human rights organisation dedicated to raise awareness to issues related to the LGBTi (Lesbian, Gays, Bisexual, Transgendered, Intersex) communities in Trinidad and Tobago. We have devoted ourselves as a provider to the same community with resources relating to events, promotion, education, social and cultural development.

The Organization uses the official website as its cornerstone to strengthen communities.



The main goals of FreePride includes:

- To raise Awareness to LGBTi related Issues.
- Advocate the significance of pride within the LGBTi and public community.
- Provide awareness to AIDS/HIV, STDs and STDi causes, prevention and treatment.
- Catalyse & strengthen the bonds between communities and the general public.



# OUTREACH

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FreePride™ diligently works to broadcast it's brand and message. We achieve our goals directed to the general public and community with the use of multiple platforms, these include:

## • Advertising

FreePride advertises using online Advertising by Google® in multiple forms including;

- ✓ User-friendly Online Videos
- ✓ Text box Advertisements
- ✓ Visual Artistry



### FREEPRIDE'S PROSPECTIVE BILLBOARD AD

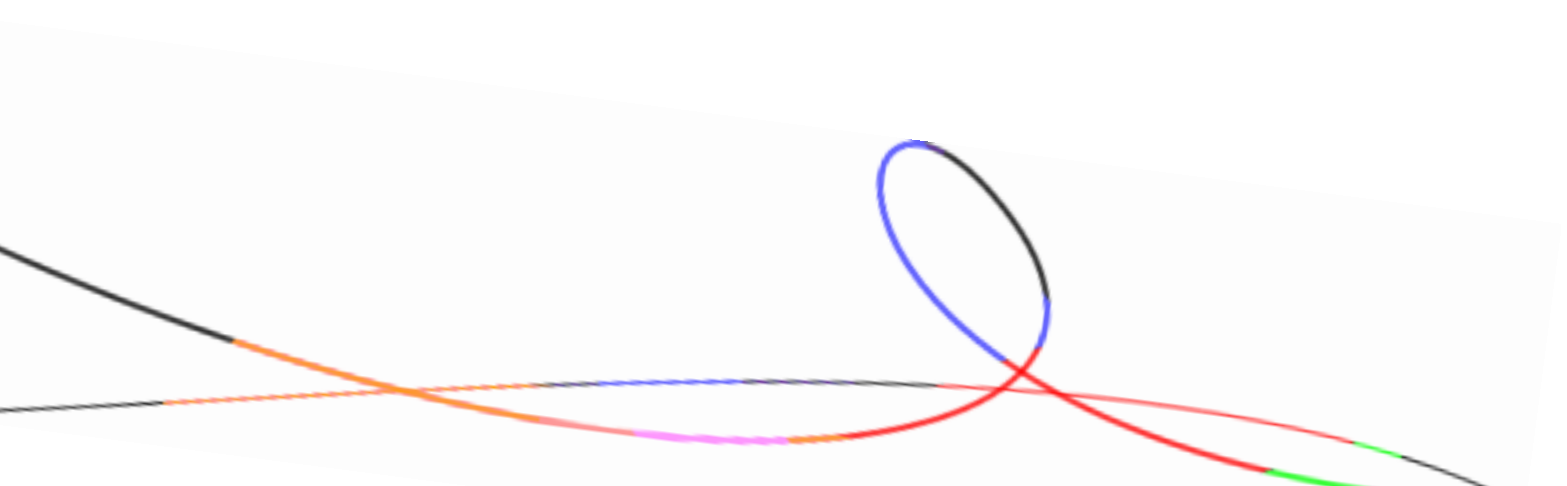
Ads are directed by marketing & the FreePride's community.

Position for corporate sponsors on an ad designed for mass publication.

Illustration purposes only. © 2011 FreePride Foundation Project.

## • Viral Media

The online platform provides an incredible resource to reach a mass audience, video sharing sites including YouTube®, DailyMotion®, Vimeo® and their communities are all potential opportunities FreePride are working to explore.



- Newsletters & Publications



## FREEPRIDE™ | Newsletter

FreePride's Newsletter provides subscribers with a highlights of current reports and developments relating to the LGBTi community.

Position for corporate sponsors on a newsletter designed for mass publication.

## • Social Networking

Social Networking continues to expand our brand as it erases continental borders. FreePride has a growing community base along with its alliances with other Human Rights Organisers. Social networks includes:

- FaceBook®  
<http://www.facebook.com/freepride>
- Twitter®  
<http://www.twitter.com/freepride>
- YouTube®  
<http://www.youtube.com/freeprideTT>
- The GYC  
<http://www.thegyc.com>
- LGBTi Related Communities in T&T
- FreePride Foundation Project™ Official Site.  
<http://www.freepride.org>



### FreePride's Official Website

<https://www.freepride.org>

VeriSign® Trusted and Godaddy® secured.



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\*Third party products and services do not necessarily endorse FreePride or its affiliation in any way.

# AFFILIATIONS

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**AMNESTY**  
**INTERNATIONAL**



**IGLYO**

The *FreePride Foundation Project* directly affiliates and/or networks with numerous International organisations ,we work together with these non-profits in order to further achieve our goals and expand our outreach onto a world-wide audience. A few of these organisations includes:

- International Lesbian, Gay, Bisexual, Trans And Intersex Association
- Amnesty International
- The Gay Youth Corner
- International Gay & Lesbian Human Rights Commission
- International Lesbian, Gay, Bisexual, Transgender, Queer Youth & Student Organisation
- It Gets Better Project™



# AUDIENCE

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The FreePride Foundation Project aim towards the LGBTi (Lesbian Gays Bisexual Transgendered, Intersex) related community as well as the general population; targeting the demographic between the ages 12-70 particularly among the younger generation. The FreePride foundation's website gains hundreds upon hundreds of users mainly within the island of Trinidad and Tobago but also attracts media attention from numerous international countries including the United States, United Kingdom, and Eastern parts of Asia.

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# PROSPECTIVE

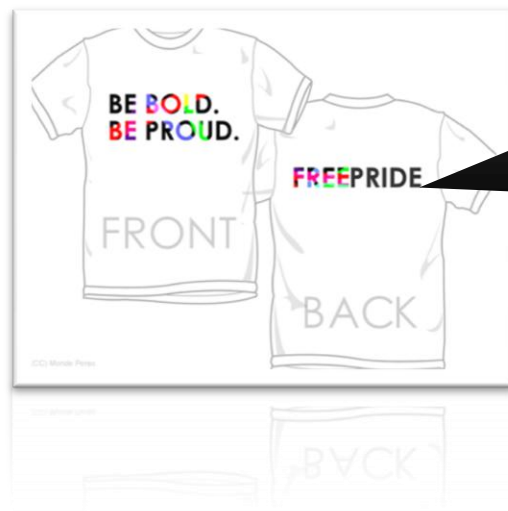
FREEPRIDE FOUNDATION PROJECT  
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FreePride Foundation Project undertaking for 2011.

- **Press Advertising**
- **Posters and Publications**
- **Further expansion on the Viral Marketing including:**
  - Microsoft Advertising
  - Facebook Advertisements
  - Tribal Fusion
  - and continuous work with current service providers.

- **Online Apparels & Accessories Collection**

FreePride have been contemplating on the idea and importance to have an entire online store hosted on FreePride's servers, dedicated to LGBTi Pride.



## APPARELS COLLECTION

The Branding design on both Front and Back of a T-Shirt . Slogans are used from both FreePride's Marketing and from user submitted Taglines.

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# SPONSORSHIP

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Contact the FreePride Foundation Project.

## **Sponsorships**

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